

Digital Signage

WHAT IS DIGITAL SIGNAGE?

Digital Signage by definition, is an electronic and dynamic way of **multimedia advertising** which information and messages can be customised to meet your objectives and speaks specifically to targeted audiences. This provides an **added impact** as it is **more dynamic** compared to traditional static signages.

Digital Signage is a **new and fast growing** mass medium that is becoming the most efficient means possible to improve efficiencies, learning convenience and information sharing.

J Nissi offers a complete range of Digital Signage solutions from screen displays, standalone units and digital signage software to the design and installation of entire signage networks, customisable to **meet your needs**.



WHAT ARE THE APPLICATIONS?

- Sharing Public Information - news, weather, location specific information;
- Display Internal News - showcasing products/portfolios, events & information within campus/office;
- Advertising - corporate related, point-of-sales (POS), point-of-purchase (POP), advertising campaigns with video, animations and images;
- Trigger Immediate Happenings - danger, safety, celebration messages, etc;
- Brand Building - promote brand and build brand identity;
- Enhancing Customer Experience - reduce perceived waiting time, recipe demonstrations, educational and entertainment video;
- Audience Interaction - VIP welcome messages, touch-screen directory;
- Training - on-demand training and in-house training systems.

WHAT ARE THE BENEFITS?

- Easy to use Software;
- One System - manage information & messages to multiple display units within the campus/company;
- Real-time Information - Instant and offers the ability to change messages immediately;
- Ability to display multimedia content to grab audiences' attention;
- Ability to adapt your targeted messages to your audience.
- Cost-Effective - eliminates the high cost of creating and distributing print ad campaigns;
- Fast Content Distribution

With Digital Signage, you can advertise, educate or inform customers, consumers, staff, students or partners, anytime & anywhere. It is a fast, reliable and simple way to get your messages heard.



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Scalable Solutions to meet your needs:-

Media **Lite** basic series



- Easy and smooth display video, still pictures and superimposed text, as well as external sources in full HD;
- Flexible arrangements of layout and schedule from 36 preset options using the attached authoring software target to suit your needs;
- Transfer data easily from USB memory;
- Space saving design - possibility to mount the player on the rear panel of selected LCD Displays with fittings;
- Simple and easy application suitable for education, retail, corporate, trade shows, hospitality and more.

Media **Plus** advanced series



- Supports real-time video, playback of image slide show, ticker texts
- Live RSS Feed, Streaming Video applicable
- Equipped with a Handy Tool, a drag & drop user interface with pre-designed skins for users
- Edit playlist and playback schedule on individual player
Update contents by USB flash drive, FTP, Network, etc

Multimedia Presentation



VIDEO

- 1080p full HD stored video
- Streaming video
- MPEG-1/2, MPEG-4 ISO,
- WMV 7/8/9, RAW DV, H.264



IMAGE

- JPG
- GIF
- PNG



WEB

- HTML, JavaScript, Flash
- RSS Live Fed



MUSIC

- MP3
- WMA
- Streaming audio

Media **Pro** professional series



- Server Management Capability
Server connection between your server and your players allowing you to manage a network of displays remotely.
- Live RSS Feed and Streaming Video applicable
- Wireless Capability allows flexible display & media placement
- Powerful applications in Hotels, Banks, Hospitals, Shopping Malls, etc
- Comes with 3 main components:
 - **Designer**
Content creation & authoring where you can insert texts, images, video, etc
 - **Manager / Scheduler**
Content scheduling application for one or groups of players
 - **Player**
Handles the connection to the server and visualises the slideshow built within the Designer Application



Features Comparisons

S/N	Features	Media Lite	Media Plus	Media Pro
1	Live Streaming	NO	YES	YES
2	Memory	SD Card, 8G	HD	HD
3	Layout Options	Preset	Drag & Drop	Flexible
4	Media File	Limited	All	All
5	Live RSS Feed	NO	YES	YES
6	Server Management	NO	NO	YES
7	User Friendly	YES	YES	YES
8	Physical Size	Small	Medium	Big
9	Support window format (powerpoint, excel, etc)	NO	NO	YES
10	Rating	Entry Level	Mid Range	High End

Please feel free to contact us at [\(65\) 6441 1777](tel:6564411777) or drop us a line at sales@jnissi.com.sg
Let our experts help you to design a solution, which is tailored to your needs!

